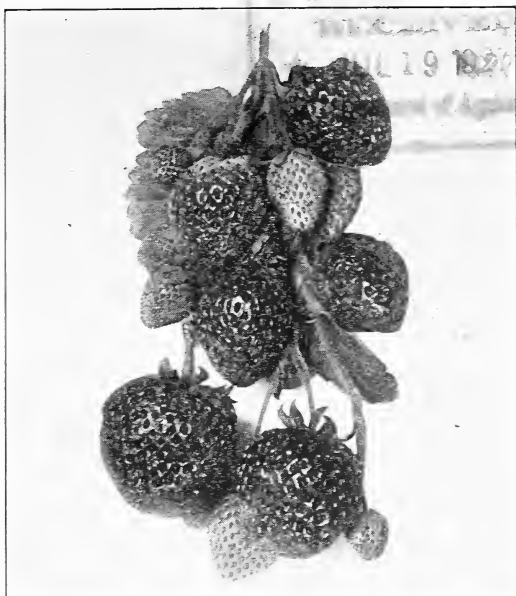


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.5 / 1327



# MIDSUMMER PLANTING

ASSURES

*Next Summer's  
Crop*

—  
CATALOGUE NO. 121  
—

LOVETT'S NURSERY

LITTLE SILVER, NEW JERSEY

# To Help Us Understand Each Other

Express shipments are the most satisfactory for Pot-grown Strawberry Plants. On account of the heavy ball of earth at the roots, they cannot be mailed easily; and the delays of freight shipments are often fatal to them.

Orders of less amounts than \$1.00 cannot be accepted; and payments are invariably in advance. Plants may be sent C.O.D. however, if 25 per cent of the amount is forwarded with the order—with return charges added.

Post Office Money Order, Registered Letter, New York Draft, or Express Money Orders are the safest ways of making payments. Enclose your remittance with the order.

Prices mentioned in this pamphlet include packing and delivery to the forwarding agents. Our control ceases there; and our responsibility also.

These prices assure you sturdy, well-grown plants carefully packed, f. o. b. shipping point—they do not include transportation charges.

If your postoffice address and your station are different, be sure to say to which shipment is to be made.

Six plants and fifty plants of a variety will be supplied at the dozen and hundred rates, respectively. Less than fifty, dozen rates; and orders for less than six plants of a variety cannot be accepted.

For lots of 500 or over, a discount of 10 per cent off the 100 rate will be granted.

Should our supply of a variety become exhausted, it has been our custom to substitute a similar sort, properly labeled, of course. If you do not wish this, please say so on your order.

## Parcel Post Rates

We will ship any of the varieties offered by Parcel Post, if requested. Rates are as follows:

	<i>First pound or fraction</i>	<i>Each addi- tional pound or fraction</i>
1st and 2nd zone.....	7c	1c
3rd zone.....	8c	2c
4th zone.....	9c	4c
5th zone.....	10c	6c
6th zone.....	11c	8c
7th zone.....	13c	10c
8th zone.....	14c	12c

Shipments by parcel post are limited to 70 lbs. per package to the first, second and third zones and to 50 lbs. per package to the other zones.

*Weight when packed:* Pot-grown strawberries, 3 lbs. per dozen, 24 lbs. per 100. Please send money enough to pay postage in addition to cost of plants ordered, when shipment is to be made by mail.

**Western Union Telegraph**—Little Silver, N. J.  
and Red Bank, N. J.

**Postal Telegraph**, Red Bank, N. J.

**Long Distance Telephone**—No. 1475,  
Red Bank, N. J.

## *Make Every Day Count*

To yield a full crop during the coming summer your Strawberry Plants must be well established before the frost comes. Good growing days are all too few between now and that day, so that planting them promptly goes a long ways toward offsetting disappointment later on.

Pot-grown Strawberry Plants are best fitted for such plantings because they have a compact well developed root system which is able to take care of itself in spite of the heat and dry weather of late summer days.

Lovett's Nursery has made a specialty of Pot-grown Strawberries for almost fifty years. Nearly a million of these ready-to-grow plants are shipped every year to customers in many states and countries.

Such a plant as that shown at the bottom of this page is a fair sample of the plants that are shipped on those orders. By setting such plants in your garden you are assured of a successful crop next June, and all through the summer with the everbearing varieties.

Here's to your garden success!

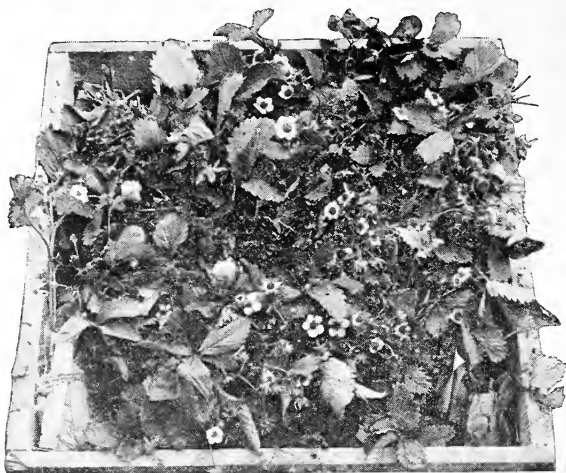
## LOVETT'S NURSERY

Little Silver, New Jersey

Midsummer of 1927



This is the type of "Pot-grown"  
Strawberry Plant that will catch up with the  
season, to bear bountiful crops next June.



## How We Pack

When your order reaches us we assemble the various kinds you want. They are taken out of their pots, and each moist and intact root ball is carefully wrapped in paper. They are then placed in a box, each variety carefully labeled and kept separately, so that upon their arrival you will have no difficulty in telling the various varieties apart.

Plants packed and shipped in this fashion "smile at miles!" We have satisfied customers in the far West, North, South and in every state of the East. Shipments are made both from headquarters at Little Silver, N. J., and from our branch nursery at Southampton, Long Island. At Southampton, as at Little Silver, we have ideal soil and growing conditions for producing great Strawberry plants. Customers will oblige us by indicating from which shipping point they prefer to receive their plants.

## It Pays to Grow Your Own

Flavor and aroma are best attained in the home garden. The market grower wants, *first* of all, a firm berry that stands shipping well. Second, it must be attractive in appearance—color, shape and form. Quality of flesh comes last. For the home, flavor and aroma are factors of first consideration, firmness and appearance ranking *last*.

Throughout this little catalog we point out frankly which varieties we believe to be eminently suitable for one purpose or another. Occasionally great market berries are also of great usefulness in the home patch, and these are the outstanding leaders.

The plants we offer are all pot-grown. They come to you with splendid rootballs, are ready to take hold promptly, grow and bloom. In the case of the Everbearing sorts, you may look for modest crops of fine berries this Fall. More hints about the details of planting are given on Pages 5 and 6.



Sept. 2, 1925.

Again I want to tell you how much better your plants are than those from any other Nursery.

Mr. Edward W. Cady, Jr.  
Saranac Lake, N. Y.

## Making a Successful Strawberry Bed

Strawberry plants are not finicky. They adapt themselves readily to a great variety of soils and climates. Small wild sorts are found near the Arctic Circle, and Alaska produces some marvelous berries. With us, in the temperate zone, they do best in any good, substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

The bed should be dug thoroughly to a depth of 12 to 14 inches. Incorporate rotted leaves or well rotted manure of any kind. Fresh manure should be avoided because it generally holds grubworms. After digging, scatter bonemeal at the rate of 100 lbs. to each bed, 15 x 50 feet, raking it well into the surface.

Place the bed where the plants get a minimum of six hours of sun each day. Heavy soils will bear bountiful crops, provided drainage is good. On light soils the bed may require extra irrigation. If you have the choice between a heavy soil and a dry location, the heavy soil is to be preferred.

### *Care Pays with Greater Returns*

Not so long ago a great scientist of India staggered the thinking world by boldly claiming that plants as we know them are just as sensitive to touch and treatment as are "human" plants. We have always contended (without scientific background, of course) that the humane handling of a plant had a most profound influence on its subsequent development and all of us have known persons who, somehow, "could make anything grow and bloom."

The Strawberry plant seems to be particularly appreciative of special care, returning same with compound interest. When plants reach you, unpack at once and place them in a shady spot, then sprinkle them with a can or two of water. As evening approaches, take them where the ground is prepared. Just before planting, dip each rootball in a pail of water.

In the home garden, the plants may be set in rows 2 feet apart, with the plants a foot apart in the row. Where horse cultivation is employed, place the rows 3 feet apart. Cut off runners as they appear or, if you prefer matted rows (which, on rich soil will, of course, bear greater crops), then allow

Here's  
How



3½ to 4 feet between the rows. Whatever cultural method is employed, the plants should be set a foot apart in the row. For the first two or three days after planting, it is quite beneficial to shade the plants, in some fashion during the hottest part of the day.

### *Varieties Best for Various Purposes*

Throughout this catalog, we refer to the adaptability, possibilities and limitations of the various sorts. Where extra heavy crops are desired, at a specific time, your choice should be made from among the June bearing sorts. Where continuous crops are expected, the Fall or Everbearing sorts will serve best. The characteristics that make a variety either a great home garden or market sort are plainly set forth in descriptions. When in doubt which to choose from among so many, you will make no mistake in ordering collections of our selection, as offered on pages 10, 14 and 15.

In the case of the June bearing sorts, we suggest planting at least three varieties: an early, a midseason and a late. Not less than a dozen of any one kind should be planted for a fair test. The Fall or Everbearing sorts usually begin to yield berries in from four to six weeks from date of planting.

### *Weed and Mulch Your Beds*

Of course, you haven't enriched your soil to fatten weeds! Keeping these down by going over the bed once a week with a good sharp hoe will also loosen the soil, preserve the moisture, and stimulate growth. Mulching with clean straw or hay will also prove beneficial, besides keeping the rain from splashing the berries.

In the Fall, after the ground becomes frozen, the bed should be mulched with coarse manure. This will serve the double purpose of preventing alternate thawing and freezing of the soil (which is apt to cause the plants to heave) and it will enrich the bed. In the Spring, this manure may be dug into the surface of the soil.



Aug. 13, 1926.

This is to acknowledge receipt of the Van Fleet Hybrid Strawberry plants, for which I am enclosing my check. They are fine plants, arrived in good shape and I thank you for the liberal count.

Frank G. Wolfe,  
Scranton, Pa.





## Worth While Newcomers Among Strawberries

Every once in a while a hybridizer will hit upon two parents having the blood to produce a perfect offspring.

Every garden year is marked by a certain amount of progress, in form of improved varieties. Better bearers of bigger berries and surer cropping characteristics are constantly sought. While not all newcomers stand the test of time, the year 1927 finds us convinced of the decided merit of at least the few newcomers offered on this and the following page. The descriptions stand for the combined experiences of the originators and ourselves, but allowances must be made for varying behaviors in different soils and sections. However, we believe that we owe it to our customers to keep them informed as to what's happening in the novelty field.

### Mastodon Everbearing

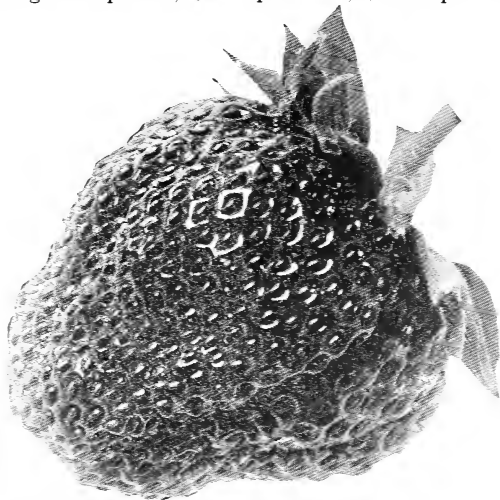
#### The Outstanding Achievement of a Decade

**Mastodon**, a hybrid between Superb and a late June bearing sort is a berry bound to revolutionize market standards in Strawberries.

Size is still the determining factor in berries and it is in size that **Mastodon** surpasses. Berries 5 inches in circumference are found frequently. Five placed end to end measured 8 inches. Two-ounce berries are not exceptional and the fruits are firm and of splendid color.

Notwithstanding its size, **Mastodon** is unquestionably the most prolific of all the everbearing varieties. It bears continuously from June until frost. Its flavor, too, is excellent, so we can truly claim that it has all the qualifications for becoming one of the outstanding Strawberries of the future.

Pot-grown plants, \$2.50 per doz., \$15.00 per 100.



Mastodon



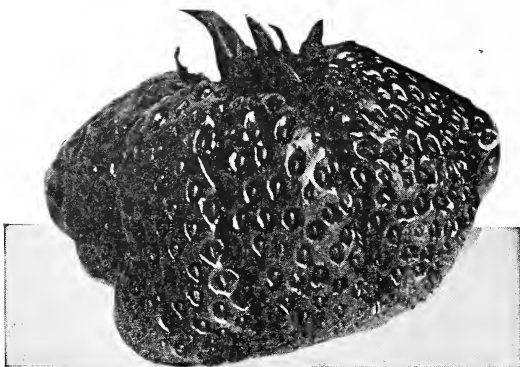
**LOVETT'S ROSES** are famous the country over. Do you have plants of Alida Lovett, Bess Lovett, and Mary Lovett—produced by Dr. Van Fleet and introduced by Lovett's Nursery?

**BIG LATE.** This variety ranks with the best in vigor of plant growth, productiveness and in quality. The berries average large in size, and are of a bright, glossy red. Is one of finest late varieties, and an excellent shipper. **Pot-grown plants, \$1.50 per doz., \$10.00 per 100.**

**BURGESS.** One of the best late varieties. Produces large, vigorous plants, and the fruit is very large and handsome.

**COOPER.** An Early to medium early variety. Makes vigorous plant growth, and has been strongly recommended by Michigan growers. Berries are very large in size, and of high quality. but are too soft to be used for shipping.

**DELICIOUS (June bearing).** We predict that in a short time this will become one of the leaders among home and market berries, because of its readiness to adapt itself and thrive luxuriantly in a great variety of soils and situations. The healthy plants make a vigorous growth, producing sufficient runners to make a nicely matted row. This plant is an abundant bearer of extra large berries which are of a beautiful red color clear through and of exceptionally high quality flavor and aroma—hence the name—“**Delicious.**”



**Delicious**

**JUMBO (June bearing).** A most remarkable novelty, very aptly named for it is of exceptional dimensions in every way. It makes the largest, healthiest, thriftiest plants, with very large leaves, very large leaf stalks, and, of course, the runners are exceptionally strong and vigorous. It is only logical, therefore, that a plant of this type should produce berries of truly “Jumbo” dimensions. The berries ripen at the beginning of the season of late bearers and are continuously borne long after all other lates have stopped. Of excellent quality and flavor—a real acquisition among truly worth while sorts. **Pot-grown plants, \$1.50 per doz., \$10.00 per 100.**

**OREM.** Very late. Berries are large in size, of good quality and fine appearance. Especially valuable because it comes into bearing after other varieties have passed their prime.

**PAUL JONES.** Very productive. Makes strong, healthy plant bed under almost all conditions. Berries are of medium size, dark red and of fair quality. Produces tremendous crops. Midseason.

**Pot-grown plants of any Variety offered on this page, \$1.25 per doz., \$8.00 per 100, unless otherwise noted.**

## *The Van Fleet Hybrids*

### **A Distinct Race of Strawberries**

The late Dr. Van Fleet was unquestionably one of this country's greatest hybridizers. Living here at Little Silver, we knew him well, and watched his constant experiments with keen interest. He created thousands of new hybrids of strawberries, using as parents some of the finest European sorts as well as pedigreed American varieties.

Results varied greatly, but in the case of three sorts, we have all the characteristics that make berries really great, viz., constitution, prolificacy, appearance, high quality and marvelous aroma. The three Van Fleet hybrids offered on the following pages are more vigorous than the run of varieties. They are exceedingly prolific and exceptionally beautiful. We have named Early Jersey Giant "the early Strawberry without a fault"; of Edmund Wilson we think as a "Giant Berry"; John H. Cook is "the variety for everybody's garden." The trio we consider the greatest monument to the persistent efforts of a most remarkable man and plant breeder.

### *Early Jersey Giant*

**"The Early Strawberry Without a Fault"**

(Typical cluster shown below)

So large and fine, it outclasses by far all other early varieties. No variety known ripens earlier, and no other early variety approaches it in size. Besides being the largest, it is by far the finest of early varieties. The very large, brilliant scarlet-crimson berries are of simply delicious flavor. So rich is their aroma that a fair-sized dish of ripe berries will perfume a room. The beautiful berries are of conical form, with a pointed tip. Plants are strong growers, heavy yielders.

**Pot-grown plants, \$1.25 per doz., \$8.00 per 100.**



**Early Jersey Giant**

The Early Strawberry Without a Fault

The Van Fleet Strawberries ~ *Continued*

*John H. Cook*

"The Variety for Everybody's Garden"

(Illustrated below)

In some respects this is the finest of all the wonderful Van Fleet hybrids. It is an enormous cropper among the second early varieties. The berries are nearly round (though somewhat irregular in shape), of exquisite quality, blood red in color and very firm. The plants are of strong growth, with large, spotless foliage. Valuable alike for the home garden and for market growing. In delicious flavor it closely approaches the wild strawberries. Due to extraordinary demands our supply of this sort is still very low and we suggest early orders to those who would have no other.

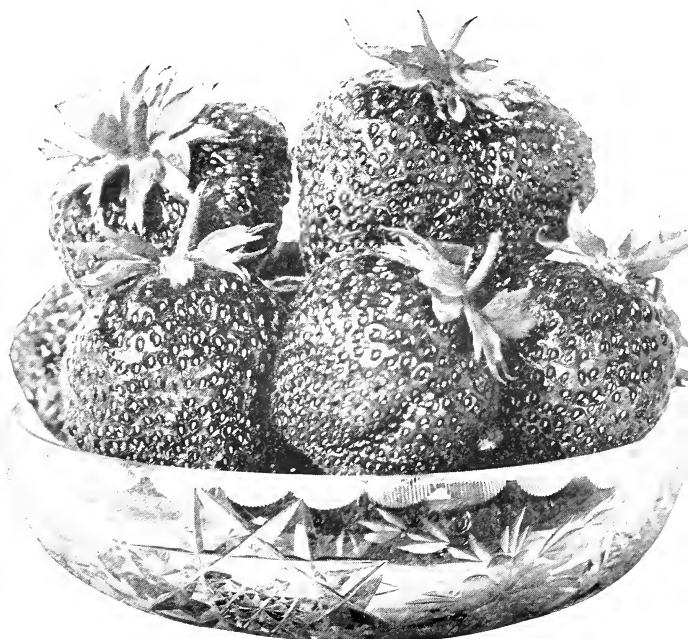
Pot-grown plants, \$1.50 per doz., \$10.00 per 100.



*Special Offer*

OF THE THREE VAN FLEET HYBRID  
STRAWBERRIES

We will send a dozen each (36 in all) of the three wonderful Van Fleet Hybrids, Early Jersey Giant, John H. Cook and Edmund Wilson (all pot-grown), for \$4.00, or twenty-five of each for \$7.50.



John H. Cook—A Great Bearer of Great Berries

The Van Fleet Hybrid Strawberries ~ *Concluded*

Edmund Wilson  
*"The Giant Strawberry"*

This produces, we believe, the largest fruit of any variety in existence. It is a most unusual berry, with so many exceptional qualities and of such superb flavor, that every home garden should have it. Not so firm as some other varieties and is of a deep maroon color, hence not recommended as a commercial variety. The plants are huge and vigorous. The bluntly, heart-shaped berries, which are freely produced, are of very dark color throughout the entire berry and are simply immense. Hard as it may be to believe, it is true, nevertheless, that we have seen many plants of Edmund Wilson 12 inches and more in height, bearing fruit that actually approached in size small apples, or oranges. Ripens in midseason.

Pot-grown plants, \$1.50 per doz., \$10.00 per 100.



Well Rooted Tight Balls of Soil that Ship Well

*It Pays to Come to Specialists*

While we do not confine ourselves to growing Strawberry plants exclusively, yet it is with perhaps pardonable pride that we feel that we are rendering American Home Gardeners real service in Strawberry plants. Doing one thing well and doing it better than anybody else, is preferable to splitting energies in many directions. This was the slogan which the founder of Lovett's constantly impressed upon his men. And as the organization grew, we made it a point to train specialists for the various departments.

The men in charge of growing our pot-grown Strawberry plants are true specialists. Instinctively they know the plants that have the stamina. They know how to start them in pots, when to lift them and when the plants are ready to give a good account of themselves in the home garden patch.



The Strawberry Plants I received last year were excellent.

Feb. 26, 1926.

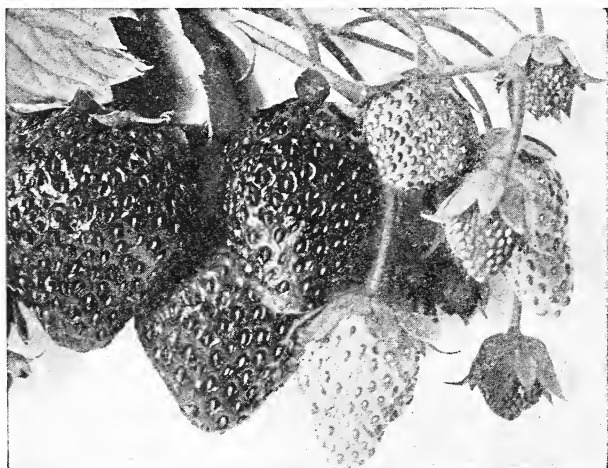
Thomas Christianson,  
 Rockville Centre, N. Y.

# Everbearing or Fall Bearing Strawberries

## Their Advantages and Limitations

As a class, the Fall bearing varieties do not produce berries averaging so large as the June bearers. (The exception to this is Mastodon, to which reference is made under Novelties on page 7). To offset the smaller size, the Everbearers surely yield berries over a longer season and, where hill culture is practiced, the berries reach quite creditable size. Moreover, broadly speaking, we feel that the quality and especially the aroma of the Everbearers is just a little above that of the average June bearer.

Our list of Everbearers has been cut down "to the bone," a factor dictated by necessity on the basis of extensive experiments. We see no use in continuing to offer old standards that are superceded by more meritorious newcomers. On



moist, fertile soil our pot-grown plants of Everbearing varieties frequently yield some fruit a few weeks after they are planted. Clipping off the runners as fast as they appear (hill culture) is the ideal way to make the plants yield record crops. Likewise, if in the Spring, the blossoms are removed until the last of June, the plants will be of greater vigor, resulting in heavier crops in the Fall when, after all, the fruit is wanted most. Where they are permitted to fruit during June, the gardener will, of necessity, have to be satisfied with a lesser yield during the Fall.



**It is always a pleasure to get letters such as these—**

Mar. 21, 1927.

The strawberry plants arrived in such good order that I feel I must write and thank you very much indeed for the care taken in sending them, and also for your prompt despatch.

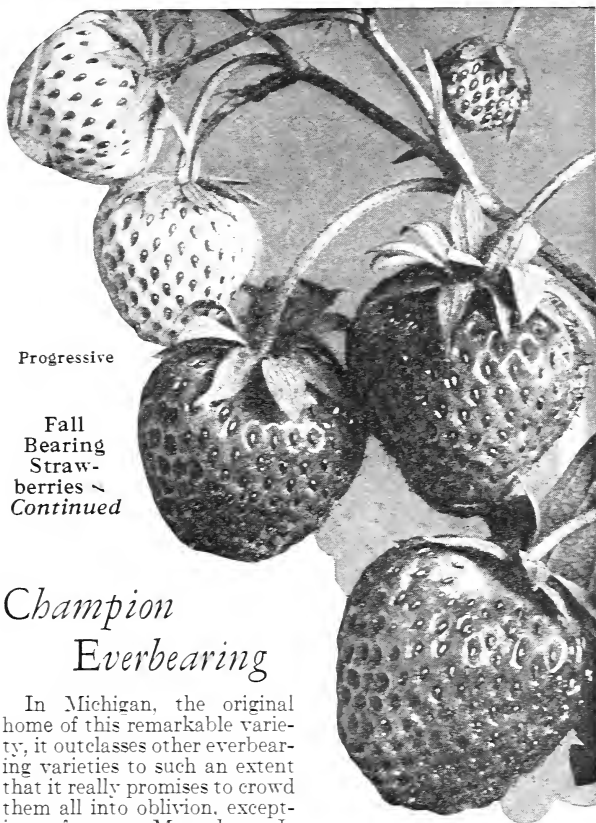
If you send out catalogues, do let me have one.

Mrs. F. M. Harrison, Munro College,  
Jamaica, British West Indies.

Oct. 1, 1925.

The Strawberries I got from you in August are doing wonderfully, and I am ordering 36 more plants. (P. G. Strawberries).

Mrs. Blanche Twyford, Bronxville, N. Y.



Progressive

Fall  
Bearing  
Straw-  
berries ~  
*Continued*

## *Champion Everbearing*

In Michigan, the original home of this remarkable variety, it outclasses other everbearing varieties to such an extent that it really promises to crowd them all into oblivion, excepting, of course Mastodon. It produces "fine, dark-red, delicious Strawberries from July until frost" and is so very productive that 256 berries have been found on one plant. It is hardy, a good plant maker and free in pollen, so does not need the association of another variety in order to produce its large crops.

Pot-grown plants, \$1.50 per doz., \$10.00 per 100.

**PROGRESSIVE.** This variety has a widespread popularity. Each year it produces two large crops. The June yield, coming with the second early sorts, is so heavy, it is a profitable variety at this season, and in the Autumn it yields freely until freezing weather.

The plants are of vigorous habit and very attractive with their large, clean leaves. The berries are so smooth and uniform in size and shape that one might think them turned from a mold. They are deep crimson, glossy and of good quality, though rather small during some seasons.

Pot-grown plants, \$1.25 per doz., \$8.00 per 100.

## *Lovett's for Garden Fruits and Other Nursery Stock*

For nearly half a century this nursery has specialized in growing a better plant product of such fruits as Strawberries, Raspberries, Blackberries, Grapevines and other fruits for the home garden. Roses, hardy "old-fashioned flowers," shrubs, hedge plants, etc., are also grown in just the same special manner. Grown by specialists, plants from Lovett's Nursery combine all characteristics necessary for success on your grounds. Write for our General Catalogue.



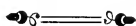
## Special Everbearing Collection

Offering a Long Bearing Season:

24 CHAMPION EVERBEARING.....	\$3.00
24 PROGRESSIVE.....	2.50
12 MASTODON.....	2.50

A Total Value of \$8.00 for \$7.00

This is the greatest offer of Everbearing sorts ever made. The above 60 plants, combined with the collection of June bearing sorts offered on opposite page will give to any home garden "the greatest berry patch on earth!"



Jan. 25, 1927.

Kindly send me prices of Early Jersey Giant Strawberry plants. I bought some plants of this variety from you several years ago, and I found them to be a wonderful variety. I have seen them on Toronto market snapped up as fast as they are brought in off the truck.

V. E. Gowanlock, Ontario, Canada.

Dec. 21, 1926.

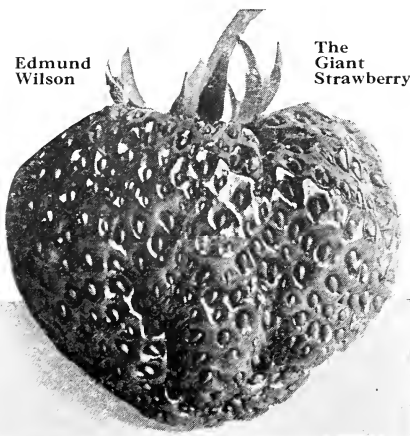
I have neglected sending you word of arrival of plants. They came in splendid condition, and in several weeks I had Asparagus full growth.

The Strawberry plants were in fresh order. Hedge plants are in full leaf now. Thanking you for such healthy plants, and hoping in the future to send for more, I am

Mr. M. L. Moorhead, Zellwood, Fla.

Edmund  
Wilson

The  
Giant  
Strawberry





## Lovett's "Well Balanced" Home Garden Collection

It is not easy, especially for the newcomer to the ranks, to select from among scores of varieties such as would serve best. Even the most accurate descriptions cannot always convey reasons why one sort is better than another for specific purposes. And because we have been in "the same boat" in other less familiar lines, we have always made it a point to offer a selection such as we would pick (and do pick) for ourselves.

Detailed descriptions of the varieties that make up our "well balanced" selection this year will be found elsewhere in this book. But, considering them collectively, we are frank to confess that it would be difficult, even for us, to pick from among the scores we offer, another quintet of thoroughbreds like these. They should "make good" anywhere, for anybody. The total of 100 plants for \$7.50 brings you the greatest value ever offered in pot-grown Strawberry plants.

### Here is What You'll Get

- 20 PREMIER—among the best early kinds.
- 20 WM. BELT—a dandy variety, following Premier.
- 20 JOE—There is no greater midseason variety.
- 20 GANDY—still a great late fruiting sort.
- 20 CHAMPION EVERBEARING—the variety that will "carry on" till snow flies.

100 sturdy, pot-grown plants all told, for \$7.50.



### What Others Say

Aug. 26, 1926.

The Strawberry Plants came promptly and are extremely nice plants.  
Mrs. Mary L. Barston, Ithaca, N. Y.

Aug. 26, 1926.

The Strawberry Plants arrived Aug. 24th in good condition. I don't think we will lose a single plant.  
Mrs. Wm. N. L. Norris, Walloon Lake, Mich.

Sept. 1, 1926.

The plants I received from you last week were most satisfactory. I now find I can use a few more.  
Mr. Edward T. Pierce, Jr., New Bedford, Mass.



The kind you can grow yourself

## General List of June Bearing Strawberries

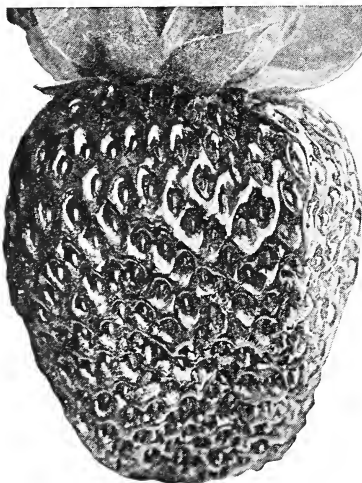
Pot - grown plants, \$1.00 per doz., \$7.00 per 100, except as noted. On lots of 500 plants or more, of any one variety, we will grant a special discount of 10% from 100 rates.

**BARRYMORE.** A superb variety as illustrated below. The bluntly conical berries are of large size, beautiful to look upon, firm and meaty, and are of surpassing quality—rich and sugary. The color is rich dark crimson (which it holds unchanged after picked), with glossy surface; the flesh is deep red. Midseason to late.

**BRANDYWINE.** The plants produce vast quantities of uniformly large, bright crimson berries that are not only firm enough for shipment but of good quality as well. Rather exacting, however, in that it demands deep, rich soil, well manured, in order to give best results. Midseason.

## Bun Special

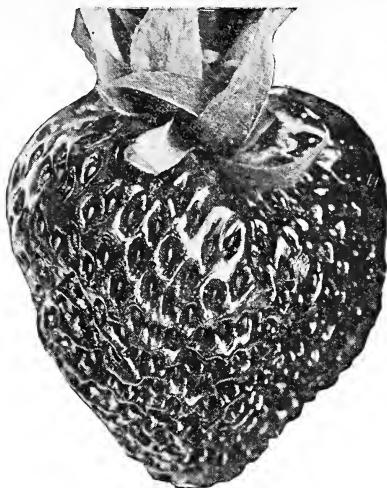
Here is a good second early, all-around berry for a great variety of soils and purposes. Equally useful for canning, marketing, or as a table fruit, it is rapidly superseding some of the old standards. A heavy yielder of large berries combining firm flesh with fine flavor. We are sure of the satisfactory performance record of this valuable newcomer.



**Barrymore**

especially fine in growth and excellence of flavor of the fruit.

Raymond H. Hornbrook, Chicago, Ill.



**Brandywine**

**BUSHEL BASKET.** One of the very finest varieties introduced in many years, awarded the Barry Gold Medal. Even so, we did not expect it to be so remarkably fine as it did prove. It is an immense plant, fruiting in midseason, and the fruit, though unusually large, is freely produced and of high quality. \$1.25 per doz., \$8.00 per 100.



Sept. 24, 1926.

All of the Strawberries and Currants you sent me last Fall have grown wonderfully, and all had splendid fruit. Also the Grapes—the Caco being

## June Bearing Strawberries ~ *Continued*

Pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted.

**CALIFORNIA**, Out of 30,000 hybrids the originator chose S4 as being worth while for use in conducting further experiments. He finally fixed the characteristics of seven of these S4 in a sufficient degree to consider them unique. The choicest of these he named California, in honor of his state. California is a heavy producer of large berries of the finest flavor and aroma. The plants are very hardy, free from all diseases, altogether a distinctly worth while acquisition.

### *Chesapeake*

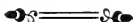
A splendid variety, but to be at its best it should be grown on rich, loamy soil and given high culture. The berries are uniform and beautiful, with smooth, even surface and prominent seeds. The color is bright, lively crimson and the prevailing form is heart-shaped. Flesh firm, quality very good. Plants vigorous and healthy with large foliage. They multiply sparingly. Midseason until quite late. If one has rich soil and will cultivate it freely, it is an excellent kind. **\$1.25 per doz., \$8.00 per 100.**

**CHARLES I.** Extra early, being one of the very first varieties to mature its fruit. A big cropper of evenly shaped, well-colored berries. Because of its extra heavy root system, will withstand drought better than almost any other variety.

**COLLINS.** A long season berry that is at its best when most midsummer varieties stop bearing and before the late varieties reach the height of their bearing season. Fine for the man who desires a constant supply of high-class berries. Equally useful as a shipper.

### *Governing Ideals*

This nursery deals in the best to be planted in fruits and flowers. A constant weeding out process maintains varieties we offer at the highest standards. Only plants holding promise of fair returns are offered, because we know that crops of plentiful quality will win us loyal customers and constant friends.



Oct. 30, 1925.

Miss Ida C. Hultin, Four Acre Farm, when writing us, stated when referring to some Edmund Wilson Strawberry plants that we had recently shipped—"I am sure they will do well by me. They cannot help it if they do as well as the other plants I have had from you."

Sudbury Centre,  
Mass.

May 28, 1926.

Received Berries from you two years ago and must say that no one around here has had berries like mine. They are fine plants.

Mr. P. De Jorio,  
Blauvelt, N. Y.

Aug. 20, 1926.

With the above order I will have four brands of Lovett's Berries, the other two have been and are, wonderfully satisfactory.

Mr. H. L. Schneider  
Chargin-Falls, Ohio.

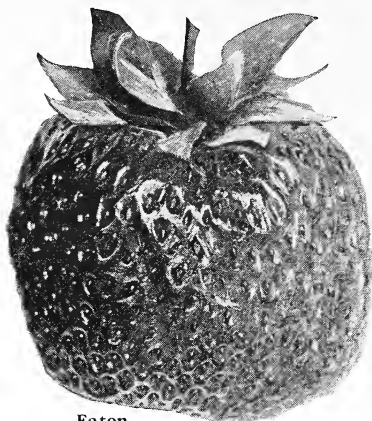


California

June Bearing Strawberries ~ *Continued*

Pot - grown plants,  
\$1.00 per doz., \$7.00  
per 100, except as  
noted.

**EATON.** Midseason. Of remarkable size, excellent in color, of superior flavor, and possesses every characteristic to make it one of the really worth while Strawberries introduced to date. It yields large berries in greatest profusion and their dark red color easily makes them one of the most desirable for canning. \$1.25 per doz., \$8.00 per 100.



Eaton

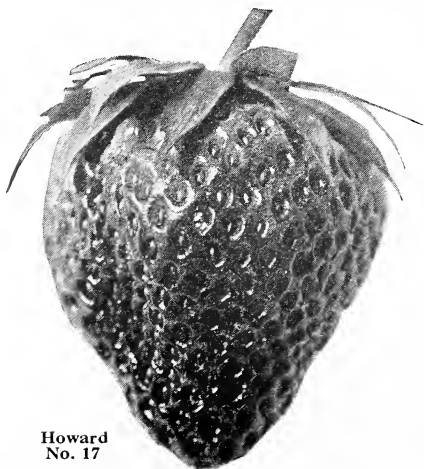
*Gandy*

Almost every berry grower knows this old and trusted friend. It was introduced by us 34 years ago and has been largely grown ever since. The texture is of the firmest and the color a bright flame. After picking, this bright color remains until decay. Although the berries are large to very large, the flavor is rather acid and not of the highest quality. After a third of a century of service it is still one of the finest late sorts in cultivation.

**GLEN MARY.** Midseason. Still retains its popularity, especially throughout the Middle and New England States, where it does best. Because of its superb quality and tremendous productivity, it is, without doubt, one of the most satisfactory varieties to grow, especially in the home garden. Should be planted near some good pollenizer such as Joe.

**HOWARD NO. 17.** A good second early, bearing good-sized berries over a long season; an intensely strong grower, with large, beautifully colored berries of uniformly high quality.

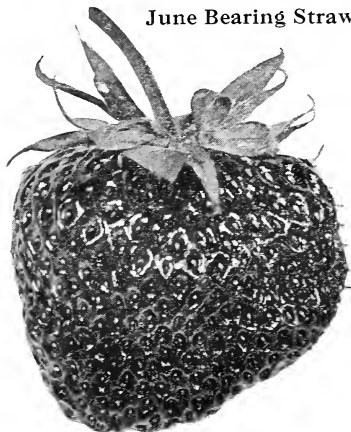
**HUNDRED DOLLAR.** A very valuable midseason variety.



Howard  
No. 17

The plant is a strong, vigorous grower and among the most prolific. The berries, which are hardly firm enough for distant shipment, average very large indeed; the color is bright scarlet and the quality mild, sweet and luscious. There are indeed few varieties more valuable for nearby markets or for the home garden.

Van Fleet Hybrids are described and illustrated on pages 9, 10 and 11.

June Bearing Strawberries ~ *Continued*

Joe

Pot - grown plants,  
\$1.00 per doz., \$7.00  
per 100, except as  
noted.

Joe

A most valuable sort ripening just after the Chesapeake, equals it in size, firmness and yield, surpasses it in color and flavor but it succeeds under all soil conditions; hence is more valuable. It is a midseason to late variety and very productive of very large, beautiful berries (see illustration at the left),

with large, bright green calyx, and is one of the best in flavor. Well nigh ideal both for the home garden and market.

**JUDITH.** The plants come into bearing very early and continue through a long season. The large, well-flavored fruit maintains its size uniformly throughout the season. The deep red berries are large, pointed in shape, and of a deep red color throughout, to the core. They are firm and full of juice—a combination that makes this variety ideal for both home and market garden purposes. **\$1.25 per doz., \$8.00 per 100.**

**LUPTON.** We consider this one of the best sorts, if not the very best late season variety; furthermore, it is one of the most productive, bearing fruits of immense size. Lupton is a very heavy yielder. Berries are large, bluntly conical, bright flame-colored, glossy, and retain their color after being picked; has a large, double, dark-green calyx or "burr," hence is very showy; it is also very firm.

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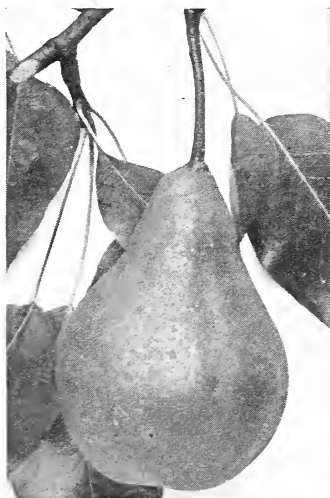
We Are Specialists, But ~

While this catalog is devoted to Strawberry plants *exclusively*, we grow an extensive collection of other fruits for the home garden, besides many flowering plants, shrubs, trees, evergreens, etc. If in need of ornamentals for your garden, please ask for our catalogue No. 120. We do try to render service pleasing to all, and it is no small measure of reward to receive letters like this:



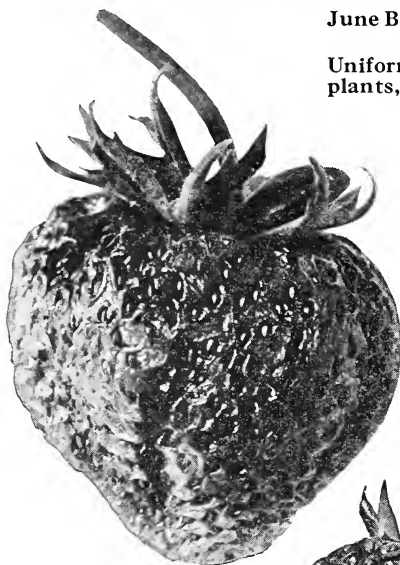
"The shipment of shrubbery by parcel post has been received and is O.K. With this shipment and the previous one by express I am very well pleased both as to quality and prompt attention to my orders."

T. W. Keife,  
Bethlehem, Pa.



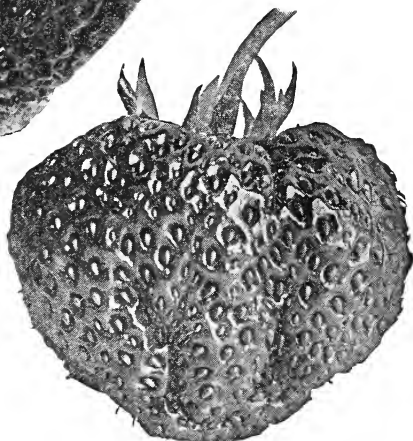
June Bearing Strawberries ~  
Continued

Uniform price, pot - grown  
plants, \$1.00 per dozen,  
\$7.00 per 100, ex-  
cept as noted  
otherwise.



Marshall

sorts, it should be grown on good loamy, fertile soil to produce best results. It is a very attractive, large berry (see illustration), of rich quality, and meaty texture, ripening in mid-season. One of the best varieties for forcing under glass in Winter.



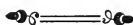
McKinley

**McKINLEY.** The high quality of its fruit raised this variety to an unrivaled position for the home garden, before the appearance of the Van Fleet hybrids. It is pre-eminently a variety for the home garden, being too tender in texture to endure shipment. The berries are large, handsome and freely produced on strong-growing plants. Ripens in midseason.



*We Strive to Please*

It is always a satisfaction to have customers express unqualified approval of our plants and methods. If in the past, Lovett's service has been satisfactory, please *tell your friends* and come again. On the other hand, if any service that we have ever rendered has not been up to standards to which you are accustomed, *please let us know*, for we fully realize that no business endures which does not make friends and satisfied customers.



Oct. 3, 1925.

Many thanks for the package of Early Jersey Giants. They are now all planted and look first class.

Raymond H. Hornbrook, Chicago, Ill.

## HERE IS A REAL HOBBYIST'S OWN STORY OF A PERFORMANCE RECORD OF LOVETT'S STRAWBERRY PLANTS

Kenneth Holmes, Pittsburgh, Pa., says the following:

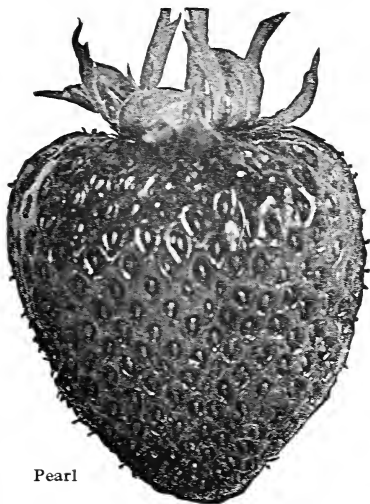
"About my Strawberries, a review of your records would show that I purchased last Fall 72 plants from you. I planted these in rows and kept the runners in the rows by transplanting them after they rooted. These 72 plants, therefore, finished their first year in seven rows, solidly matted to a length of 18 feet to the row, and I will start next year with probably 300 selected plants, as I kept only runners from good fruiting plants and only strong runners.

"While I was increasing my bed, it was fruiting all the time. I had a fair crop in June, a big crop in July, a fair crop in August, and my best crop in September. I will have Strawberries in plenty all season from June till November unless we have a real heavy freeze before that date. We had a large Strawberry shortcake for seven people on November 12th this year, after which I covered the plants for a well-earned rest."



Pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted.

**PEARL.** Ripens almost two weeks after the other late varieties have finished bearing, and is consequently very valuable. Belongs to the giant class (see illustration alongside). Immense in plant, immense in size of fruit, immense in every way.

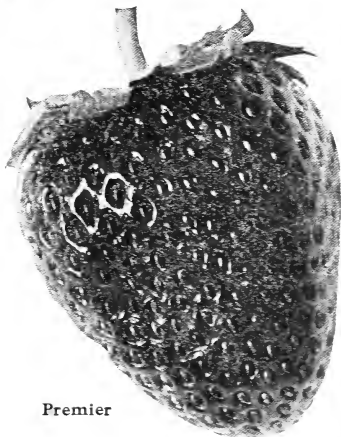


\$1.50 per doz.,  
\$10.00 per 100.

### Premier

One of the very best of the extra early varieties: in fact, we consider it excelled by no early variety except our own Early Jersey Giant. It succeeds, on almost all sorts of well-drained soils and throughout a large section of the country. Produces in vast quantities berries of good size, attractive appearance and excellent quality (illustrated below).

**ROYAL SOVEREIGN.** "In a class by itself" for forcing under glass in the Winter time. It is an English variety and of wonderfully high quality both under glass and when grown out of doors. Ripens from early to midseason. The true variety is indeed scarce. \$2.00 per doz., \$12.00 per 100.



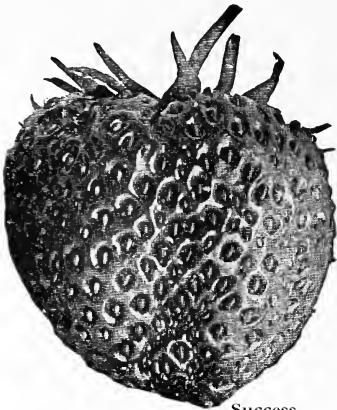
Montague, Mass.  
Nov. 6, 1925.

Stock arrived all O.K.  
Nov. 4th. Many thanks for same, also for catalog received.

Mrs. Mary A. Nichols,  
Box 127.

Premier

June Bearing Strawberries ~ *Continued*



Success

Pot - grown plants,  
\$1.00 per doz., \$7.00  
per 100, except as  
noted.

**SENATOR DUN-**  
**LAP.** For those who de-  
sire a heavy crop of  
fruit, but do not care  
much about the size of  
the individual berries,  
this is the variety to  
plant. It does well on  
any soil except that  
which is so low and  
damp as to be really  
sour. Of good quality  
for a firm berry and the  
berries uniform in color  
and shape. Largely  
planted for market and

found very profitable. It is a second early to midseason variety.

**SHARPLESS.** A variety that fruits rather late in the season and a good old sort that still "holds its own" with the best of them. It is a good, healthy grower and produces handsome large berries of fine quality. One of the best varieties for forcing under glass.

**STEVENS LATE CHAMPION.** Here is another descendant of the Gandy. Like its parent, it ripens late and is similar to it in many respects. However, the berries are not so uniform in size and shape and not nearly so handsome as the Gandy. Excellent for canning, since it will hold its shape and retain its flavor. It is a most prolific late sort.

*Look to Lovett's for all Your Plants,  
Shrubs, Trees, Evergreens  
and Fruits*

Lest this catalog, devoted to Strawberries exclusively, cause you to get the wrong impression of this nursery, permit us to state that our general line of nursery stock embraces everything from Asparagus roots and all worth while small fruits, to hardy ornamentals of all kinds, including many rare, broad-leaved and cone-bearing evergreens.

Among our leading specialties we class Grapevines, Raspberries and Blackberries, among fruits, and Roses and Hardy Perennials among flowers. No matter what you order from this nursery, you will get a plant product second to none in the country, regardless of price paid. If you do not have the forty-ninth annual edition of the Lovett catalog, No. 120, please write for it and get acquainted with the entire plant resources of this nursery.



Sept. 30, 1925.

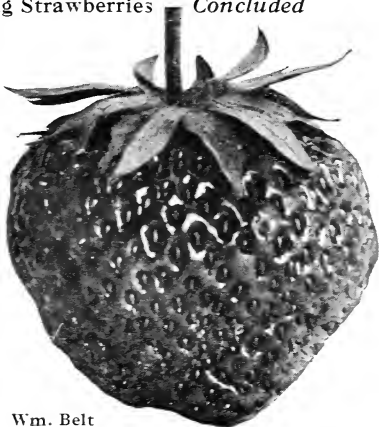
The Strawberry Plants arrived in splendid condition last Saturday and were at once set out. They never turned a leaf and today the new leaves actually seem to have made some growth. I thank you also for your generous filling of the order.

Miss J. M. C. Noble, Boothbay Harbor, Me.



June Bearing Strawberries *Concluded*

**SUCCESS.** All things considered, this is one of the best early varieties, both for the home garden and nearby market. Berries slightly oblong, with blunt end, bright scarlet or flame color, quite large and uniform in size, color and shape. Plants are vigorous.



Wm. Belt

**WM. BELT.** Of all the Strawberries grown in the United States, this variety doubtless excels in popularity. The plant is vigorous, though

not a rampant grower, succeeds upon almost all soils, invariably yields heavily and the berries are always of large size and highest quality. It begins to ripen quite early and continues during a long season. (See illustration above).

Pot-grown plants, \$1.00 per doz., \$7.00 per 100, except as noted.

*It Is Not Too Late To Start That Old-Fashioned Flower Garden*

Just as soon as the early Spring flowers are through blooming, they enter upon a period of rest prior to starting new root action. It is during this rest period that they are safely transplanted, which would enable them to start root action for next year's flower crop in your own garden.

We grow hardy perennials by the thousands, in hundreds of varieties. Since this will make selection very difficult for those not familiar with the different flowers, we offer

**LOVETT'S SUNSHINE COLLECTION**

Contains 51 sturdy plants—3 each of 17 distinctly beautiful flowers blooming over a long season for \$5.00.

For full information about this collection, kindly refer to page 47 of our catalog No. 120. If you do not have it, a copy will gladly be mailed upon request.



Hybrid Lilac

*Plant Your*  
**STRAWBERRY BED**

*during midsummer and be assured of  
a crop the coming year.*

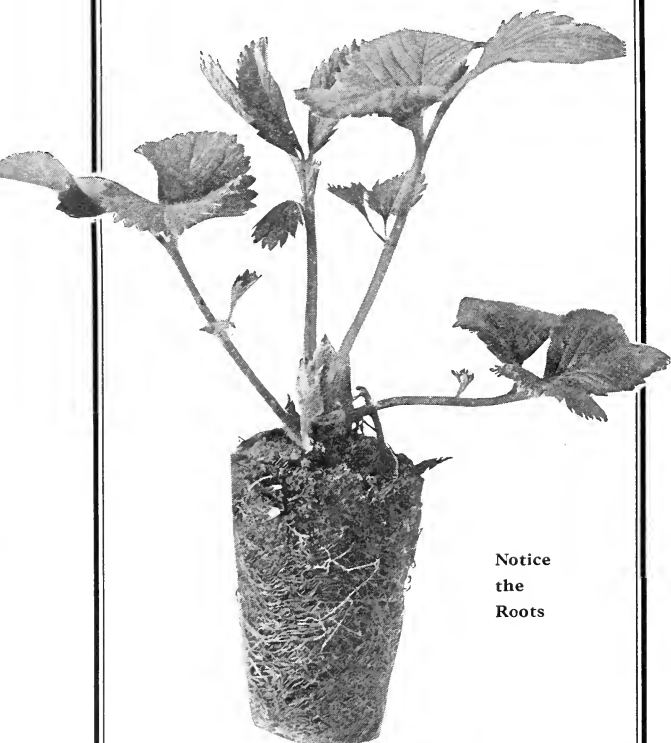


**L**OVETT'S Pot-Grown Plants are right ready to start off growing in your garden. By the time winter comes, they will have established themselves. A light covering of straw manure will protect them during the winter's cold and the spring's freezings and thawings. ~ ~ ~

*Order now and be assured of the  
full assortment of  
varieties*

**LOVETT'S NURSERY**  
LITTLE SILVER, N. J.

*Have you a copy of Lovett's General Catalogue? This lists  
Trees, for Fruit and for Shade, also Flowers, Shrubs,  
Vines, Evergreens and Perennials.*



**Notice  
the  
Roots**